

# IDAHO COMMUNITY TREES

A NEWS BULLETIN FROM THE UNIVERSITY OF IDAHO AND THE IDAHO DEPARTMENT OF LANDS—COMMUNITY FORESTRY PROGRAM

**News You Can Use**

**No. 23 Summer 2002**

***How to get your message  
to tree owners***

See page 2

## **Coordinator's Comments**

As I write my first column, I realize I have been in Idaho only six weeks. Not long enough to even get my driver's license changed, but enough time to recognize the great progress Idaho communities have made toward developing and improving their community forestry programs. In fact, seven new Tree City USA awards were handed out this year – including one to Nez Perce County, one of the first counties to receive this award west of the Mississippi. This brings Idaho's total to 50, ranking near the top in the country in the percentage of communities so designated!

The tree management issues facing communities in Idaho are much the same as in the Midwest where I've spent the last 23 years working with mostly small communities toward building successful and sustainable tree management programs. I am learning, however, that there are differences.

For instance, on the way to the office this morning, I listened to reports of catastrophic fires in Colorado. The largest had already burned 80,000 acres and forced the evacuation of more than 6,000 homes near Den-

ver. As you know, the threat of wildfire to people and property is a growing issue here, too, as communities continue to expand into surrounding forest and rangelands. While we recognize and promote the value of trees in our communities, we must also recognize some of the risks they pose.

In an effort to reduce this threat, a national "Fire Plan" strategy was developed to improve fire prevention and suppression, reduce hazardous fuels, restore fire-adapted ecosystems and promote community assistance. Idaho has received funding for a number of Fire Plan projects, including two that fall within the purview of the Community Forestry Program.

The first is to develop and present a series of workshops across the state to inform and educate communities on wildfire risks, prevention and control needs, emergency preparedness and ways to make communities fire safe. Planning for these workshops will begin soon, so look for more on these in the future.

The second is a series of three pilot projects to establish

*(continued on page 3)*



James R. Fazio

*Moscow student Priscilla Anne Fisch is proud of her winning poster—and so are we!*

## **Moscow Girl 2<sup>nd</sup> in National Contest**

Home-schooled Priscilla Anne Fisch said she was a little bummed out that she didn't win first place—but coming in second against 50,000 students in the entire nation is not too shabby. The 10-year-old Moscow girl used a bright autumn scene of an oak tree rendered in watercolors to place second in The National Arbor Day Foundation's annual poster contest. She was Idaho's first place winner. Priscilla was honored at Moscow's Arbor Day celebration where she was presented with a framed print of her poster, a \$500 savings bond and a check for \$100 for classroom teaching supplies.

The annual contest is intended to introduce fifth grade students to the many benefits that come from trees. Next year, the contest theme will be "Trees are Terrific—from acorn to oak" to help promote legislation to make oak our national tree. Schools in all Idaho communities will receive materials early next year and are encouraged to participate.

## Door Hangers Provide Direct Communication

Throughout Idaho there are tree boards with important messages about trees that residents should receive. But how to get that information into the hands of those who need it most?

Publicists, advertisers and other experts in communication know that one of the most difficult parts of getting a message to a target public is finding a cost-effective way to reach that specific public. The use of mass media and direct mail helps, but is usually too expensive for tree boards—and it is still often

'hit or miss' as far as targeting the right people and getting them to read or hear the message.

The Moscow Tree Committee found an effective solution. Last spring the committee received funding for 30 trees about 1 1/2" diameter, with a donation of another 31 trees of plantable size being received shortly after the project began. The committee wanted to make the trees available to residents with empty planting sites on the city right-of-way next to streets. The addresses of those sites had previously been identified in the city's tree inventory. One thousand door hangers were then printed with a message from the tree committee and a coupon for a chance to win one of the trees at no cost in a raffle. The committee even offered help in planting the trees for the elderly or others who might not be able to do the actual planting. On the reverse of the door hanger were brief messages about the tree ordinance, selecting the right tree to plant, and pruning older trees for sidewalk and street clearance.

The committee then divided the city into sections for assigning members to hand-carry the door hangers to addresses shown on computer printouts as having two or more planting spaces. The response to the drawing was excellent. The results were: (1) a low-cost and effective communication method, (2) residents who were pleased to have a chance to win a free tree, (3) more

street trees, and (4) happy nursery operators since winners of 30 of the trees were required to select their tree locally and purchase it with a city voucher.

Lessons learned from the project:

- ✓ Shop around for door hanger blanks. Costs varied widely, but one duplicating shop did the job for \$89, including paper. The door hangers were 3 1/4" x 8 1/2" and pre-cut for the door knob.
- ✓ Keep your message brief since printing space is only about 2" x 5 3/4". Printing with black ink on yellow paper increases visibility. Include only 2 or 3 key messages. Layout can be done on a desk top computer, with black & white art pasted in electronically or manually.
- ✓ The best time to distribute the door hangers is

early in the morning (to cut down on time spent explaining the project to residents) on a day with no rain or wind.

- ✓ If not enough 'labor' is available on your tree committee, ask a Scout organization to assist as a service project.
- ✓ Consider doorknob hangers for other messages such as for trees that need pruning, hazard reduction, stakes needing to be removed, suggestions for mulching, etc. Pre-printed door hangers suggesting watering young trees are available for sale from PlantAmnesty, PO Box 15377, Seattle, WA 98115.

Questions about the project may be directed to Roger Blanchard, Moscow city forester (883-7098) or James R. Fazio (see mast-head).



### IDAHO COMMUNITY TREES

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#### Field Offices

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**Southeast Idaho:** Gerry Bates, C. F. Ass't., 2445 John Adams Parkway, Idaho Falls, ID 83401. Ph. 208/522-5964.

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## Naked Tree Gets Help

The old saying about 'if something can go wrong, it will go wrong' certainly was true just before Arbor Day in the City of Mackay. A strong windstorm blew the leaves off the young maple tree slated to be the featured tree during the tree-planting ceremony. The sixth grade class didn't want the tree to be naked on Arbor Day, so their teacher, Cindy Kimball, had each student make a leaf out of construction paper. The colorful leaves of green, orange and red were strung on a piece of yarn and put on the tree. After Arbor Day, the leaves became a garland around a window in city hall. As for the naked tree, nature stepped in after Arbor Day and provided it with new leaves of its own. According to Ken Day, public works supervisor, both kids and tree are happy and doing well!

## Idaho Included in 'Count on Kids' Tree-Planting Campaign

When Tree Musketeers of El Segundo, California, concluded their campaign in 2000 to encourage kids nationwide to plant one million trees, the project was proclaimed an unqualified success. The final tree was planted at a ceremony on the Capitol grounds in Washington, DC, and it was announced that 1,013,626 youth across America spent 1,000,377 volunteer hours planting 1,048,286 trees. *Idaho was the only state in the nation that did not have a youngster participate!*

Tree Musketeers is now waging a similar campaign to plant one million tree groves (a group of 3 or more trees) by the end of 2003. Thanks to city forester Mike Bowman, Webster Elementary and St. Stanislaus Tri-Parish Schools in Lewiston have rescued Idaho's honor and made sure we are included in this national event. The groves are called 'Dream Groves,' because part of the process includes empowering the kids to not only plan and conduct the tree planting, but to also dedicate their grove to their dream for the future. The results will be presented to Congress, a map will identify grove locations, and participants will receive additional benefits.

It is not too late to have your community participate. For more information, including a 12-page printable guide booklet, visit the Web site [www.treemusketeers.org](http://www.treemusketeers.org) and click on 'Count on Kids.'

*(Comments continued from page 1)*

lish "greenbelts"—fire-resistant plantings and treatments in high-risk areas. The greenbelts will be attractive buffers between busy highways (a source of sparks and burning debris) and steep slopes leading up to high-fire-risk developments. Educational outreach is also part of these projects to inform Idaho residents and community leaders on the purpose and effectiveness of these barriers. More will be reported on these projects as they are developed and implemented.

Whether in regards to wildfire risks or other community

## Calendar

### July 28-31

**International Society of Arboriculture 78<sup>th</sup> Conference and Trade Show**, Seattle, WA (PNW-ISA, 503/874-8263 or <http://www.isa-arbor.com/conference2002/>)

### August 1

**Grant Training Workshops on Idaho's Distance Learning Network**, IDL—Community Forestry, 800/432-4648 or [communitytrees@idl.state.id.us](mailto:communitytrees@idl.state.id.us))

### September 21-24

**4th Urban & Community Forestry Grassroots Summit**, Salt Lake City, Utah (Alice Ewen Walker, 301/699-2203 or [alice@pobox.com](mailto:alice@pobox.com))

### September 27

**Applications for Program Development, Tree Planting and Care and Community Transportation Enhancement Grants due in the Coordinator's office by 4:00 pm.** (IDL Community Forestry, 800/432-4648 or [communitytrees@idl.state.id.us](mailto:communitytrees@idl.state.id.us))

### September 26-28

**Community Forestry at Its Best**, Lied Conference Center, Nebraska City, NE. (National Arbor Day Foundation, 402/474-5655 or [conferences@arborday.org](mailto:conferences@arborday.org))

### October 7-8

**Building With Trees National Conference**, Lied Conference Center, Nebraska City, NE (National Arbor Day Foundation, 402/474-5655 or [conferences@arborday.org](mailto:conferences@arborday.org))

### October 13-16

**Society of Municipal Arborists Annual Conference**, Ithaca, NY. (Jerri LaHaie, 314/862-3325, [UrbanForestry@prodigy.net](mailto:UrbanForestry@prodigy.net))

### Upcoming Arborist Certification Exams

July 27, Seattle, Washington

August 3, Bend, Oregon

Aug. 23, Salt Lake City, Utah

For information or to register, contact: Pacific Northwest Chapter, International Society of Arboriculture at 503/874-8263 or 217-355-9411 or email: [info@pnwisa.org](mailto:info@pnwisa.org).

forestry issues, I'd like to hear from you as I transition from the land of beer, brats and cheese to famous potatoes. Please feel free to give me a call or send me an e-mail with your comments, concerns, suggestions, information you feel I should have or just to introduce yourself and say hello. I look forward to hearing from you.

– David Stephenson

*Community Forestry Coordinator*



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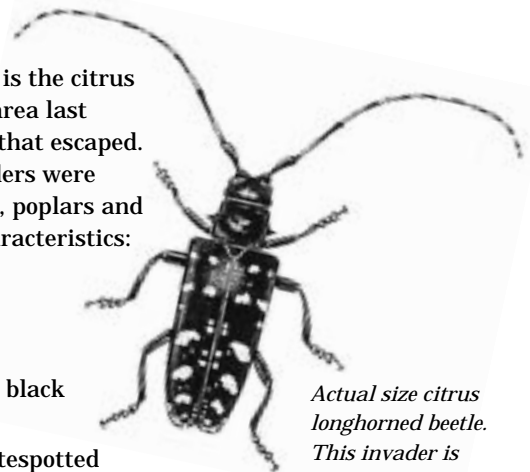
# Tree tip

## Not Wanted

Be on the alert, but hopefully you won't see this insect in Idaho. It is the citrus longhorned beetle. Several were caught in the Tukwila, Washington, area last summer and a gallant effort is being made to isolate at least 5 others that escaped. Contrary to their name, they are not limited to citrus trees. The invaders were found in maples imported from Korea, but they are also fond of alders, poplars and will attack other species, including conifers. Signs and identifying characteristics:

- Exit holes in trees  $\frac{3}{8}$ " in diameter
- Larvae 2" or longer,  $\frac{1}{2}$ " wide
- Adults up to  $1\frac{1}{2}$ " long
- Shiny black with irregular white patches and antennae banded black and white

For more information, including look alike insects such as the whitespotted sawyer, visit [www.wa.gov/agr/CitrusLHBeetle.htm#Photos](http://www.wa.gov/agr/CitrusLHBeetle.htm#Photos).



*Actual size citrus longhorned beetle. This invader is lethal to shade, fruit and forest trees.*